



# WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

## The Wire news & updates

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October 2020

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### Calendar

#### Book Club

Thursday, October 8  
4:00 pm - 5:00 pm

**Location:** Virtual

**Facilitated by:** Patty Pacelli and  
Kelly Smith

[More](#)

#### Virtual After Hours

Tuesday, October 13  
5:00 pm - 6:30 pm

**Topic:** Eliminate The Overwhelm of Social  
Media Marketing

**Presenter:** [Kelly Smith](#), Willow & Oak  
Business Solutions

**Location:** Zoom

[More](#)

#### Brain Trust Circle

Wednesday, October 21  
10:00 am - 11:00 am



### President's Message

Happy October! Isn't it odd how autumn seems to suddenly descend upon the Puget Sound? It seems that we go from warm sunny days to foggy mornings and chilly breezes practically overnight!

We hope you enjoyed WBO's first-ever all-virtual Awards Gala (WBOYA!) on September 25th, which we were able to pull off despite all the obstacles that 2020 threw in our path. The Gala was a festive virtual affair, with more than eighty people attending via Zoom, some of us in sweatpants and slippers, some of us dressed to the nines!

We want to reiterate our congratulations to all the awards finalists and of course, to the winners! Winners were Kelly Smith, Gazala Uradnik, Olga Sagan, Mariah Lincoln & Catherine Bye, and Margot Engberg. Each of these admirable women gave gracious and inspiring acceptance speeches via video.

Throughout October, WBO will continue to offer virtual events, and we invite you to join us! Here is what's coming up in October:

- [WBO Book Club](#) meets on Thursday,

**Location:** Zoom

**Hosted by:** [Jennifer Mastor](#),

Mastor Recruiting & Consulting

[More](#)

## Virtual Luncheon

Thursday, October 22

11:30 am - 1:00 pm

**Location:** Virtual

**Topic:** Horses or Tanks? The Power of Focusing on Your Future

**Speaker:** [Sturdy McKee](#), Sturdy Coaching

[More](#)

## Education Workshop

Monday, October 26

5:00 pm - 6:00 pm

**Location:** Zoom

**Presenter:** [Kelly Smith](#), Willow & Oak Business Solutions

**Topic:** How to Matter to Your Ideal Client

[More](#)

**Women Business Owners** was founded in 1979 by a group of local women business owners seeking counsel, support and friendship from their peers. WBO propels women entrepreneurs to embrace their vision of success!



**Co-President:** Lauren Burgon

Law Office of Lauren Burgon PLLC

**Co-President:** Brittany Gautreau

Clarity Capital Partners LLC

**Awards Gala Chair:** Jennifer Mastor

Mastor Recruiting & Consulting

October 8th at 4:00 pm via Zoom, discussing "Essentialism: The Disciplined Pursuit of Less" by Greg McKeown.

- [October Virtual After Hours](#) is Tuesday, October 13th at 5:00 pm, sponsored by [Cabinetree Works](#) and featuring an education talk from Kelly Smith on the topic "Eliminate The Overwhelm of Social Media Marketing," followed by breakout room networking. Cost is \$10 for Members, \$20 for non-members.

- [Mastermind Groups](#) are meeting virtually throughout the month of October. Not part of a Mastermind Group? WBO members can contact Education Co-Chair [Patty Pacelli](#) to join a group.

- [WBO's Brain Trust Circle](#) will meet on October 21st at 10:00 am. This event is free to both members and non-members.

- [October's Virtual Luncheon](#) will be Thursday, October 22nd at 11:30 am, and will feature coach Sturdy McKee on the topic "Horses or Tanks? The Power of Focusing on Your Future." The fee for this event is \$15 for member, \$25 for non-members.

- [Education Workshop](#) is October 26th at 5:00 pm. Kelly Smith will present on the topic "How to Matter to Your Ideal Client." This event is free for members, \$10 for non-members

Be sure to keep an eye out for the upcoming Member Survey, which should be arriving in your inboxes in late October. Membership feedback is crucial to informing the board about what our members want and are passionate about, so please respond to the survey and let us know what you think! We need to hear from you to keep WBO strong and vibrant!

Lastly, a reminder that it's the time of year that we look for a few good women to serve on the WBO Board of Directors. This all-volunteer board is the backbone of WBO, and we will be looking for several members to join the board in January 2021. If you are interested in upping your WBO involvement by becoming a leader, please contact [Brittany Gautreau](#), [Lauren Burgon](#), or [Aubrey Armes](#) to learn about what serving on the board might look like for you. There are a variety of opportunities to help and we welcome your involvement. The WBO engine is powered by volunteers and we can't keep it humming without you!

Wishing you all a wonderful October, and we look forward to seeing you all online!

**Education Co-Chair:** Aubrey Armes  
Awaken Your Greatness

**Education Co-Chair:** Patty Pacelli  
Pacelli Publishing

**Events Chair:** Amy O'Brien  
Arboretum Mortgage

**Marketing Chair:** Open Position  
Banner Bank

**Membership Co-Chair:** Kelly Smith  
Willow & Oak Business Solutions

**Membership Co-Chair:** Deborah Still  
Fairway Mortgage

**Secretary:** Nancy Linnerooth  
UnblockResults.com

**Sponsorship Chair:** Open Position

**Treasurer:** Lori Stutsman  
Extra Mile Marketing

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## Get Involved

**CALLING ALL VOLUNTEERS!** Interested in volunteering to be on a committee or to help at an event? Let us know. Speak to any board member or [send an e-mail](#) to Yvonne Gitchel.

**LOOKING FOR SPEAKERS** The Events Committee is seeking luncheon speakers for 2021. A [speaker criteria form](#) is posted on the Women Business Owners website. If you know someone who you think would make a great luncheon speaker, please [send an email](#) to Amy O'Brien, Events Chair.

**EDUCATION COMMITTEE** Are you interested in hosting an Education Workshop? [Apply here!](#) This is a great way to use your area of expertise to educate fellow WBO members. We have several openings this year.

**TELL YOUR FRIENDS ABOUT WOMEN BUSINESS OWNERS!** Be sure to share

All the best,  
*Lauren Burgon and Brittany Gautreau*  
2020 Co-Presidents,  
Women Business Owners

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## Welcome Aboard



**Jennifer Taylor**  
[Jen Taylor Consulting](#)  
has helped business owners just like yours identify their strengths and weaknesses, allowing us to create systems that fully

support business efficiency and growth. Let me help you create more freedom and abundance through improved workflow!

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## Did you know?



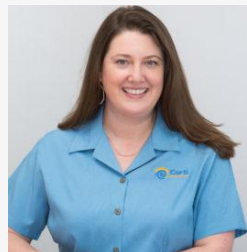
**WBO has Mastermind Groups?**

As a member you can join an ongoing small group. [WBO Mastermind Groups](#) will help you find

creative solutions to running your business, brainstorm strategic actions, and become your greatest cheering section!

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## Renewing Members



**Michal Anderson**  
[Corti Construction, Inc.](#)  
Member Since 2017



**Hanni Calhoun**  
[Law Office of Hanni Calhoun](#)  
Member Since 2019

**Debby Handrich**  
[Coach Debby](#)  
Member Since 2017



your association with Women Business Owners with your friends, acquaintances, clients and fellow business owners.

**WBO MASTERMIND GROUPS** Would you like to get to know other women who are building their businesses? Now is the time to jump in and get connected. Mastermind Groups are the place to receive and give ongoing support and are an excellent place to share ideas and plans with like-minded women. Please complete the [online sign-up form](#) to submit your request to join a group. Questions? contact [Patty Pacelli](#).

**WOMEN BUSINESS OWNERS ON LINKEDIN** We invite you to check out our [Women Business Owners group on LinkedIn](#). With our events listings, discussions, opportunities to post job openings, news and marketing tools, we encourage you to utilize this group more in 2020. Please join us at our LinkedIn group!

**WOMEN BUSINESS OWNERS ON FACEBOOK** [Click to "Like"](#) the Women Business Owners business page. Also, if you have a website or blog, you can put a "like" Women Business Owners Button on your own website/blog. Our ID# is 118510208183853. Let us know if you have a Facebook business page and WBO will "like" you too!

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### Have something to contribute?

Report your news [here](#).  
Click [here](#) to check The Wire's news reporting guidelines.



**Kris Keppeler**  
[KK Aria Productions](#)  
Member Since 2018



**Jennifer King**  
[Three60 Law Group PLLC](#)  
Member Since 2014



**Patty Pacelli**  
[Pacelli Publishing](#)  
Board Member &  
Education Co-Chair  
Member Since 2016



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## From our Members



Business contract attorney **Stacia Hofmann** was featured in Washington Super Lawyers Magazine, published by Thomson Reuters, in their 2020 Discovery Q&A column, "[Stacia Hofmann gives high marks to Candy Crush, WSDOT Traffic and her mentors.](#)" In the article, Stacia reflects on her professional and personal inspirations. Stacia, who is a solo attorney at [Cornerpoint Law](#), was named a Rising Star in Business/Corporate Law for the fifth year in a row.



**Kris Keppeler, KK Aria Productions**, was a guest on this wonderful podcast for authors and bibliophiles: [The Perks of Being a Book Lover](#). Kris

talked about audiobook narration, production, and consulting.



**Laurie Nichols, Laurie Nichols Coaching**, is sharing a big shout out to **K'ai Roberts Fu** and **Magnus Media Group** for coaching her out of her comfort zone and

remotely producing three new videos for her website and social media. Magnus Media Group not only made it doable, their fun and creative energy ensured the process was enjoyable from start to finish. "I look forward to working with them again! Check it out here [Laurie Nichols Coaching Welcome Video.](#)"



**Pacelli Publishing** has published two new books: ***Six-Word Lessons for Parenting Your Child with ADHD***, by Yafa Crane Luria, #52 in the ***Six-Word Lessons Series***,

and ***My Life on the Autism Spectrum*** by Tracey Cohen, #4 in the ***Tell Your Story Series***. Both books are available on Amazon in paperback and kindle.

## In the Spotlight

WBO members can learn more about our members on the [Member Spotlight](#) page of our website. The Member Spotlight is a benefit for WBO members. If you'd like to be considered for a Member Spotlight Feature, the only requirements are that you are a current WBO member and that your WBO profile is complete. If you have any questions about Member Spotlight, or any other membership benefits, please [send an email](#) to Kelly and Deb.

WOMEN BUSINESS OWNERS  
[\[womenbusinessowners.org\]](http://womenbusinessowners.org)

